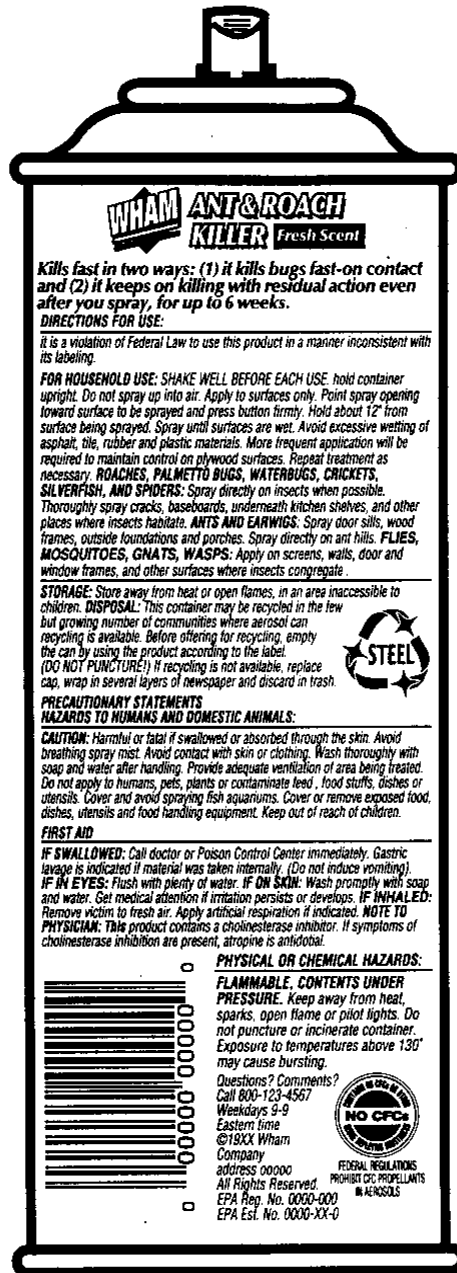


**Appendix 2-3:**  
**Quantitative Research Mock Labels**



This label is a representation of the information seen on real products, but does not accurately duplicate a real brand.

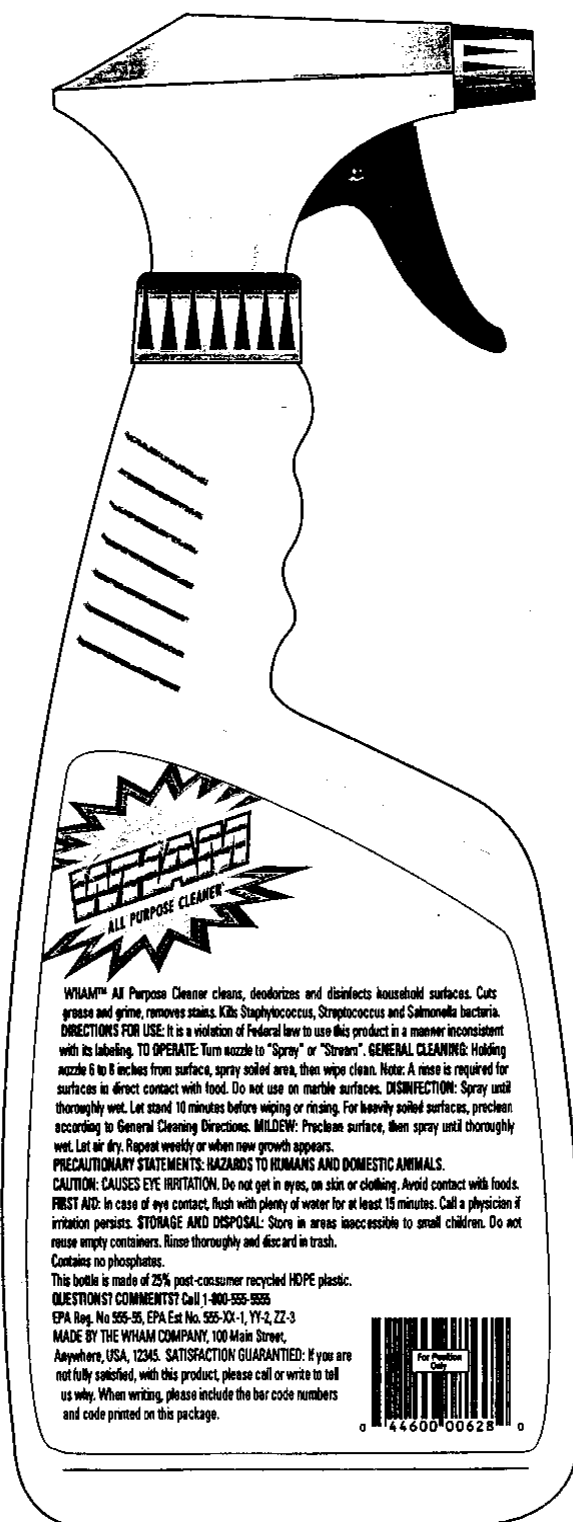


This label is a representation of the information seen on real products, but does not accurately duplicate a real brand.



KEEP OUT OF REACH  
OF CHILDREN  
CAUTION: See back panel for  
additional precautionary statements.  
NET WT 22 FL. OZ (1 PT 6 OZ) 650 ml

ACTIVE INGREDIENTS:  
Alkal (C12 40%; C14 50%; C16 10%)  
dimethyl benzyl ammonium chloride .....0.3%  
OTHER INGREDIENTS .....99.7%  
TOTAL INGREDIENTS .....100.0%



WHAM<sup>®</sup> All Purpose Cleaner cleans, deodorizes and disinfects household surfaces. Cuts grease and grime, removes stains. Kills Staphylococcus, Streptococcus and Salmonella bacteria.

**DIRECTIONS FOR USE:** It is a violation of Federal law to use this product in a manner inconsistent with its labeling. **TO OPERATE:** Turn nozzle to "Spray" or "Stream". **GENERAL CLEANING:** Holding nozzle 6 to 8 inches from surface, spray soiled area, then wipe clean. **Note:** A rinse is required for surfaces in direct contact with food. Do not use on marble surfaces. **DISINFECTION:** Spray until thoroughly wet. Let stand 10 minutes before wiping or rinsing. For heavily soiled surfaces, pre-clean according to General Cleaning Directions. **MILDEW:** Pre-clean surface, then spray until thoroughly wet. Let air dry. Repeat weekly or when new growth appears.

**PRECAUTIONARY STATEMENTS: HAZARDS TO HUMANS AND DOMESTIC ANIMALS.**

**CAUTION: CAUSES EYE IRRITATION.** Do not get in eyes, on skin or clothing. Avoid contact with foods.

**FIRST AID:** In case of eye contact, flush with plenty of water for at least 15 minutes. Call a physician if irritation persists. **STORAGE AND DISPOSAL:** Store in areas inaccessible to small children. Do not reuse empty containers. Rinse thoroughly and discard in trash.

Contains no phosphates.

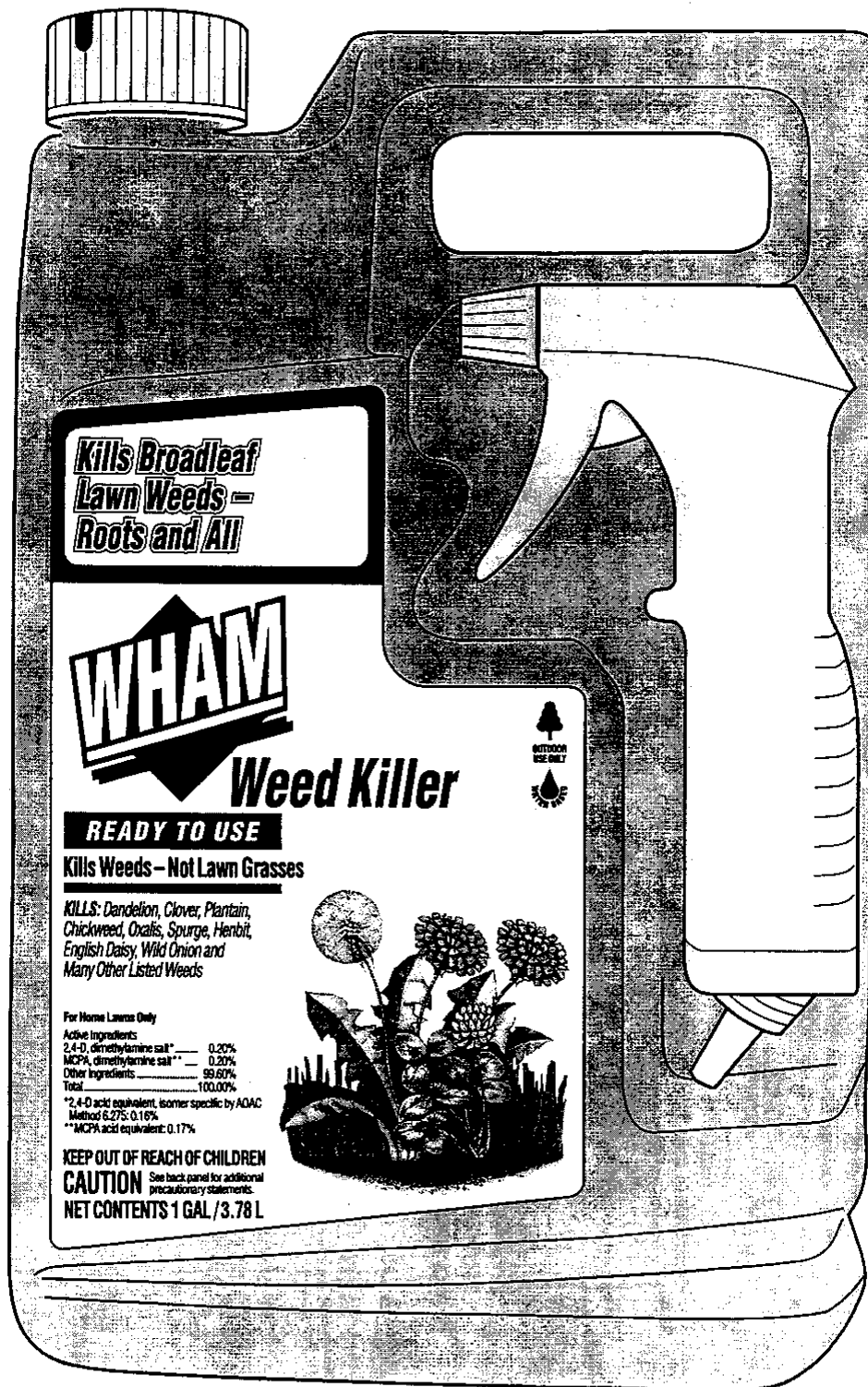
This bottle is made of 25% post-consumer recycled HDPE plastic.

**QUESTIONS? COMMENTS? Call 1-800-955-9555**

EPA Reg. No. 555-35, EPA Est. No. 555-XX-1, YY-2, ZZ-3

MADE BY THE WHAM COMPANY, 100 Main Street, Anywhere, USA, 12345. **SATISFACTION GUARANTEED:** If you are not fully satisfied, with this product, please call or write to tell us why. When writing, please include the bar code numbers and code printed on this package.





**Kills Broadleaf  
Lawn Weeds -  
Roots and All**

**WHAM**

**Weed Killer**

**READY TO USE**

**Kills Weeds - Not Lawn Grasses**

**KILLS:** Dandelion, Clover, Plantain,  
Chickweed, Oxalis, Spurge, Henbit,  
English Daisy, Wild Onion and  
Many Other Listed Weeds

For Home Lawns Only

Active Ingredients	
2,4-D, dimethylamine salt*	0.20%
MCPA, dimethylamine salt**	0.20%
Other Ingredients	99.60%
Total	100.00%

\*2,4-D acid equivalent, isomer specific by AOAC  
Method 6.275: 0.16%

\*\*MCPA acid equivalent: 0.17%

**KEEP OUT OF REACH OF CHILDREN**

**CAUTION** See back panel for additional  
precautionary statements.

**NET CONTENTS 1 GAL / 3.78 L**



*This label is a representation of the information seen on real  
products, but does not accurately duplicate a real brand.*

**QUICK  
CONNECT  
SPRAYER**

1



Remove sprayer. Pull  
cord ALL THE WAY OUT.

2



Insert red plug into spout  
(on cap) until it clicks.

3



Flip up spout. Open  
nozzle at end of sprayer.

**WHAM**

## Weed Killer

Kills broadleaf weeds in lawns - roots and all. Kills weeds, not lawn grasses when used according to directions. Ready-to-Use. No Mixing.

**KILLS:** Bur Clover, Carpetweeds, Chickweeds, Creeping Charlie, Cudweed, Curly Dock, Dandelion, English Daisy, False Dandelion, Flaree, Florida Pusley, Heartleaf Drymary, Henbit, Oxalis, Pennywort, Plantains, Purslane, Red Sorrel, Sheep Sorrel, Spurge, Thistles, Toadflax, White Clover, Wild Carrot, Wild Geranium, Wild Onion.

### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

**READ ENTIRE LABEL. USE STRICTLY IN ACCORDANCE WITH LABEL PRECAUTIONARY STATEMENTS AND DIRECTIONS.**

**HOW TO USE:** Turn sprayer nozzle to open. Adjust nozzle to give a coarse spray. Aim at center of weed and spray to wet. Spray any time weeds are actively growing. Do not apply when rain or temperatures over 85°F are expected within 24 hours. Hard to control weeds may require repeat application in 2 to 3 weeks. Weeds in newly seeded lawns may be sprayed after lawn has been mowed 3 times.

**IMPORTANT:** Do not use this product for controlling weeds in vegetable gardens, flower beds or around shrubs or ornamental plants. Temporary discoloration may occur on St. Augustine, Centipede, and Bentgrass lawns.

### STORAGE AND DISPOSAL

**STORAGE:** Flip down spout to close. **NO NEED TO DISCONNECT TRIGGER SPRAYER.** Close nozzle on trigger sprayer. Snap sprayer back in place. Keep from freezing. Keep pesticide in original container. Do not put concentrate or dilute into food or drink containers. Avoid contamination of feed and foodstuffs. Store in a cool, dry place, preferably in a locked storage area.

**DISPOSAL - PRODUCT:** Partially filled bottle may be disposed of by securely wrapping original container in several layers of newspaper and discard in trash. **CONTAINER:** Do not reuse empty container. Wrap container and put in trash.



### PRECAUTIONARY STATEMENTS

#### HAZARDS TO HUMANS & DOMESTIC ANIMALS

**CAUTION:** Harmful if absorbed through skin. **APPLYING:** When applying this product wear goggles or face shield, long pants, long sleeved shirt, socks, shoes, and chemical resistant gloves. Wash nondisposable gloves thoroughly with soap and water before removing. Remove contaminated clothing and launder separately before reuse. Promptly and thoroughly wash hands and exposed skin with soap and water after using this product. Remove saturated clothing as soon as possible and shower.

Do not allow others such as children and pets on treatment area during application or to reenter treated areas until spray has dried.

**FIRST AID:** If on skin, wash with plenty of soap and water. **Note to Physicians:** Emergency Information call 1-800-000-0000.

**ENVIRONMENTAL HAZARDS:** This product is toxic to aquatic invertebrates. Drift or runoff may adversely affect aquatic invertebrates and nontarget plants. Do not apply directly to water. Exercise caution when disposing of waste as groundwater contamination may result from careless handling or spills. Do not contaminate water when disposing of equipment washwaters.

**NOTICE:** Buyer assumes all responsibility for safety and use not in accordance with directions.

Medical Information call 1-800-555-5555  
Product Information call 1-800-555-5556

© Trademark of The Weed Company  
Manufactured by  
The Weed Company  
100 Main Street  
Anywhere USA 12345  
EPA Reg. No. 000-0000  
EPA Est. 000-AA-1 Made in USA



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